



# **BEFORE THE WEATHER GETS HOT: ESSENTIAL MARKETING PREPARATIONS**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*May 15, 2019*



## Challenge Accepted! #03: Marketing Total Electrification



By Shawn Cohen | May 15, 2019

Since the Vox article, we have watched the concept gain momentum as a full-blown movement. The hashtag [#ElectrifyEverything](#) has solid and sustained traction on social media, and you can easily find a range of content online dedicated to the idea — from [webinars](#), to [blogs](#), to [Facebook groups](#) and beyond.

The steps necessary to convert a home's energy systems off of gas and oil to efficient electric systems — heat pumps for space heating and hot water, induction cooking, etc. — are inherently comprehensive contracting jobs. When combined with rooftop solar to provide that electricity, the electrification movement has the potential to provide a significant new demand channel for the home retrofit and solar contracting sectors.

In this week's issue of Challenge Accepted, we examine the opportunities that electrification presents for companies and professionals in the better building and home services industries, as well as the challenges of marketing the associated services to consumers on a larger, more impactful scale.

Today's Challenge: How to market the concept of total electrification, as well as the home performance, energy, and HVAC services associated with it.

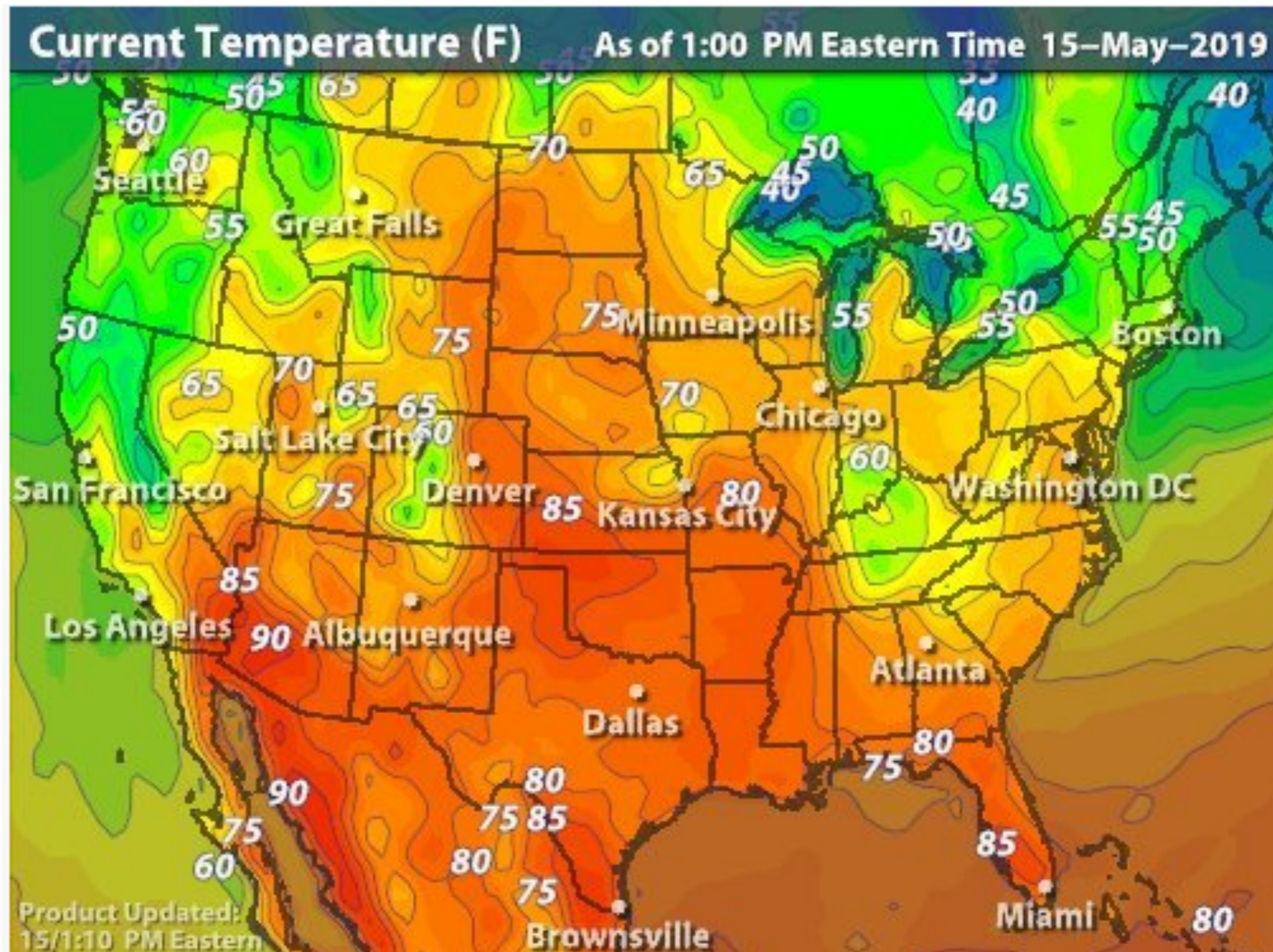
**The Ask**

# What We'll Discuss

- 1 Seasonality Triggers—A Little Bit of Data**
- 2 Website & Content Fundamentals**
- 3 Quick-to-Deploy Tactics When Temperatures Trigger**



# Before it Gets Hot?





# Air Conditioning

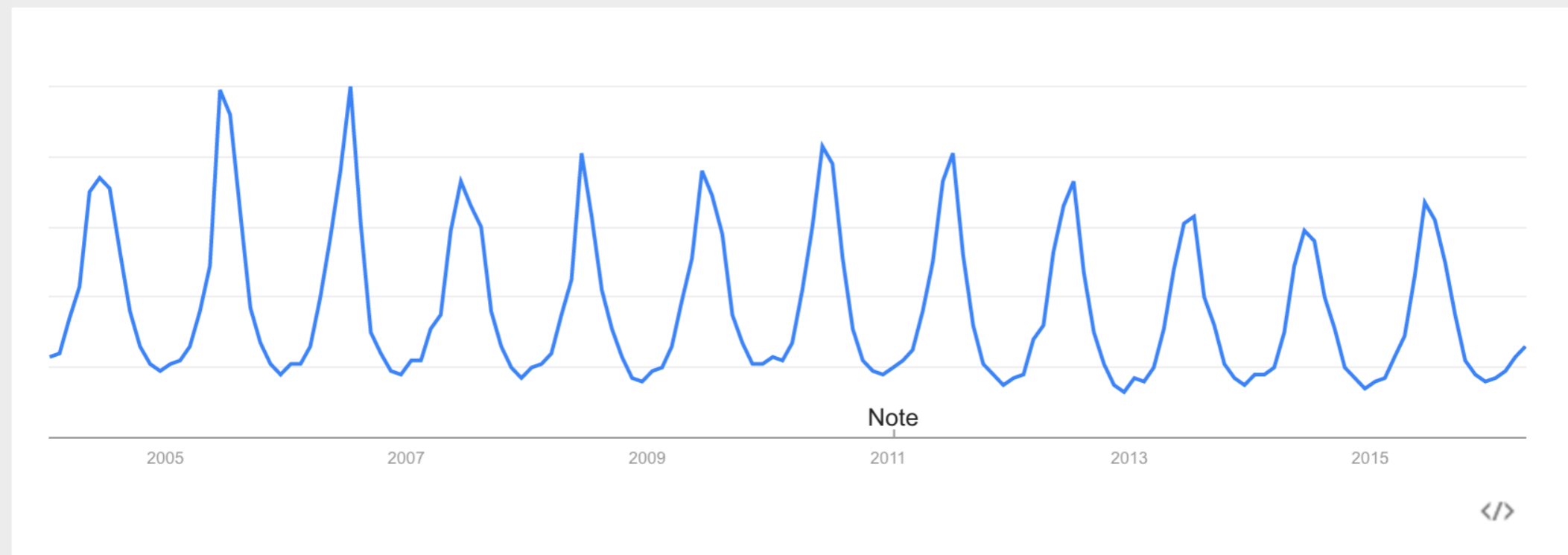
air conditioning

Search term

+ Add term

Interest over time ?

News headlines ?  Forecast ?



# Air Conditioning This Year

● air conditioning repair  
Search term

+ Compare

United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



# Year to Year Variability

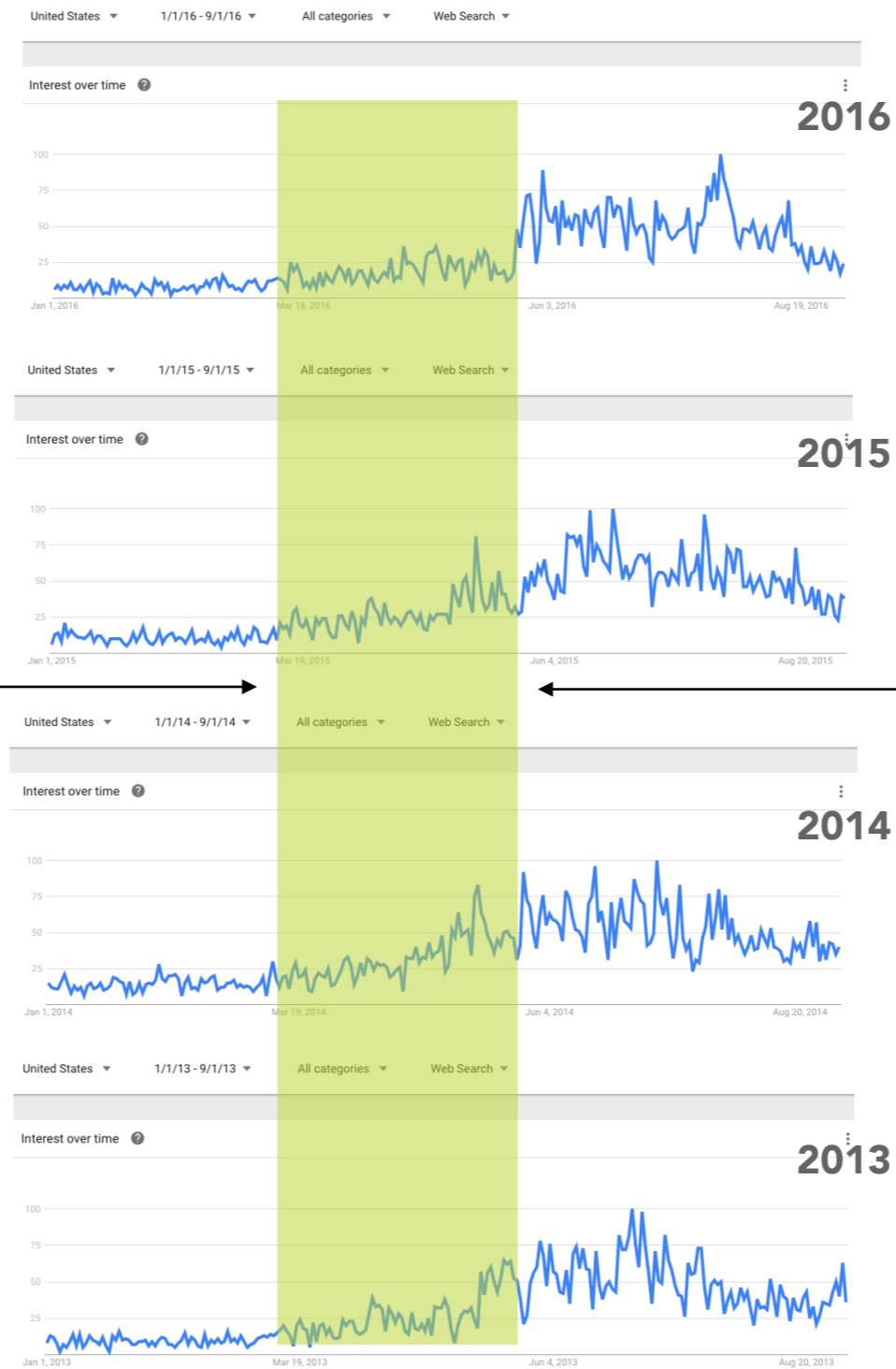




# "Air Conditioning Repair"

March  
1

June  
1





# **WEBSITE & CONTENT FUNDAMENTALS TO BE READY**

# Not a Great Message on May 15

The screenshot shows the website for Logic Heating & Air. The header includes the company logo, navigation links for Heating & Air Conditioning and Residential & Commercial, and a Facebook icon. A navigation bar contains links for HOME, RESIDENTIAL, COMMERCIAL, FINANCING, CAREERS, and CONTACT, along with the phone number 918-986-6077. The main content area features a large image of a Trane furnace on the left and promotional text on the right. The text includes the offer dates (Jan. 1 - Mar. 31, 2019), the Trane logo, and the slogan "It's Hard To Stop A Trane." A disclaimer at the bottom states: "\*See your local participating independent Trane dealer for complete program eligibility, dates, details and restrictions. Valid on qualifying products only. Void where prohibited."

**Logic**  
HEATING & AIR

Heating & Air Conditioning | Residential & Commercial

HOME | RESIDENTIAL | COMMERCIAL | FINANCING | CAREERS | CONTACT

918-986-6077

**Offer valid Jan. 1 - Mar. 31, 2019**

**TRANE**  
*It's Hard To Stop A Trane.*

**Trane Free Furnace Promotion**

\*See your local participating independent Trane dealer for complete program eligibility, dates, details and restrictions. Valid on qualifying products only. Void where prohibited



# Manage the Seasonal Transition

**BURTONWRIGHT MECHANICAL**

479-431-2293 About Us | Cities We Serve | Specials | Financing & Rebates | Blog | Contact

HEATING AIR CONDITIONING CLUB MEMBERSHIPS INDOOR AIR QUALITY COMMERCIAL HVAC SOLUTIONS

Is your air conditioner ready for summer?

Schedule an AC system tune-up before the heat hits!

**SCHEDULE**

**A COMFORTABLE AND EFFICIENT HOME CAN BE YOURS.**

Find out how with BurtonWright.

**479-431-2293**

Name \*  
Phone \*  
Email \*

I'm not a robot

**LEARN MORE**

**200** Reviews

As the premier HVAC services company for the greater Fayetteville area, we offer local solutions for your heating, cooling, and ventilation concerns. Available for HVAC work of any size or shape, we guarantee our craftsmanship and promise to complete a job that meets or exceeds all of your expectations. And our **10 YEAR WARRANTY** is the best in the business!

**Trusted Technicians**

**We'll be right there!**  
Wes P. from Bella Vista trusted us for their service needs!  
a few days ago by pulseM

**Reliable Service**

Our technicians are available 24 hours a day, 7 days a week to assist you with your heating or cooling needs. You'll never have to wait for us to arrive at your home.

**Affordable Prices**

We deliver outstanding HVAC services without inflated overhead costs. Created by locals, for locals, our work is competitive with any other Fayetteville HVAC provider.

# Campaign-able Messaging



# Generic "Services" Navigation



Service Areas

[Home](#) [Services](#) [Rates](#) [About](#) [Blog](#) [Contact](#)



## Furnaces. Boilers. Air Conditioning. We do it all!

At Maine Heating and Cooling we install and service a wide variety of systems from most manufacturers. Whether you need service on your current system or need to upgrade to a newer system, we are here to help.



[Learn More](#)



## Featured Services





# Separate Seasonal Services!

**Residential**  
Heating and Air Conditioning, Inc.

408-377-4073 | [About](#) | [Specials](#) | [Rebates/Financing](#) | [Products](#) | [Blog](#) | [Contact](#) | [Reviews](#)

[COOLING](#)      [HEATING](#)      [HOME PERFORMANCE](#)      [INDOOR AIR QUALITY](#)

When recommending a system for your home, we start with the building science.

[LEARN MORE](#)

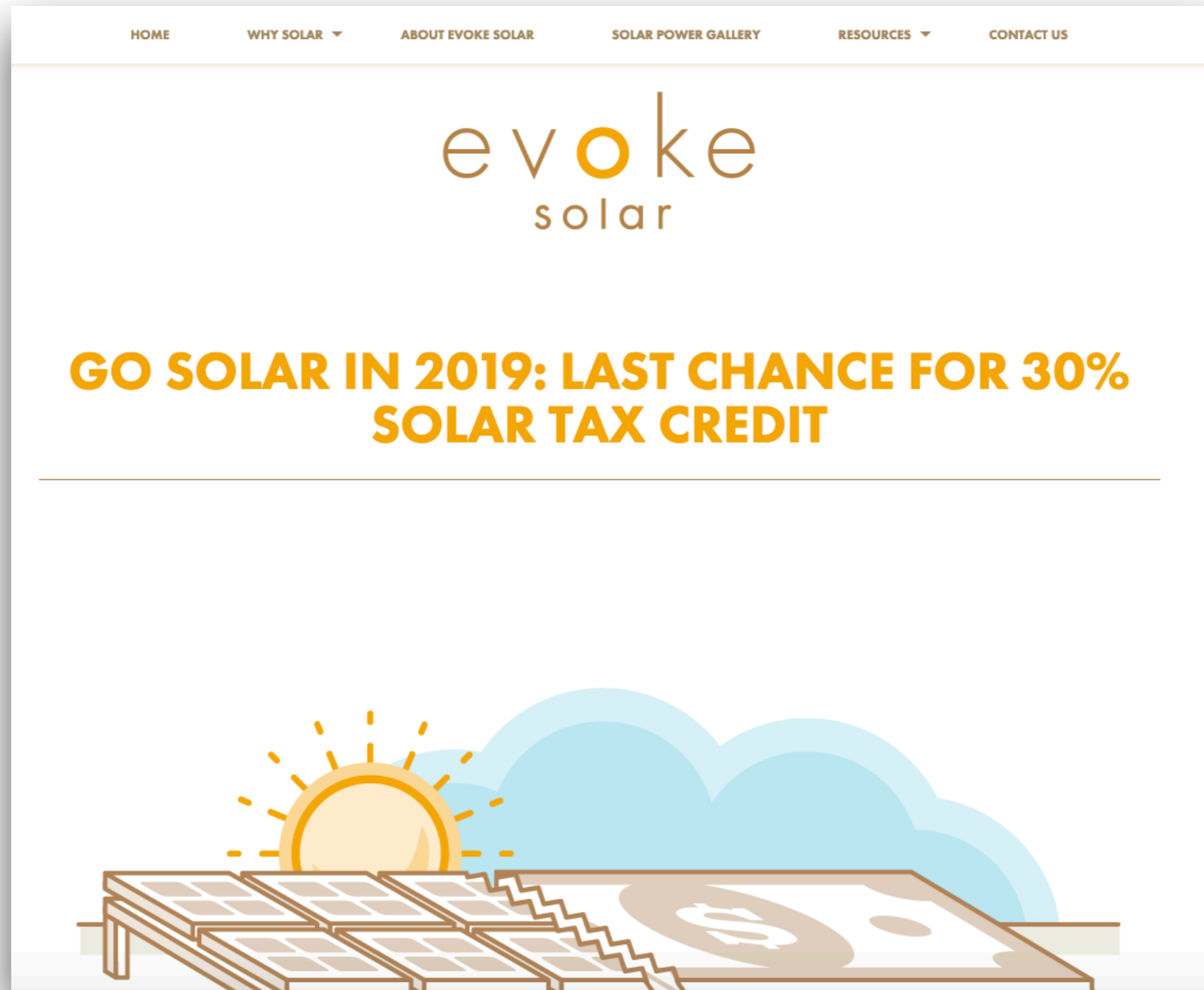
**Improve Your Home's Comfort And Energy Use.**

*Get Your California Rebates, Too! Start Today.*

**408-377-4073**

Residential Heating and Air Conditioning, Inc. raises the standard for home comfort system design and installation, ensuring a healthier indoor environment at the lowest possible cost of operation. By

# In Solar: Tax Credit Step Down Urgency



# Deepening/Freshening Your Core Content

**Updating AC Repair and Installation Services**

**Updating Core Product Pages**

Heat Pumps

Mini Splits

**Value of Insulation in Summer**

**Frequently Asked Summer/Cooling Questions**

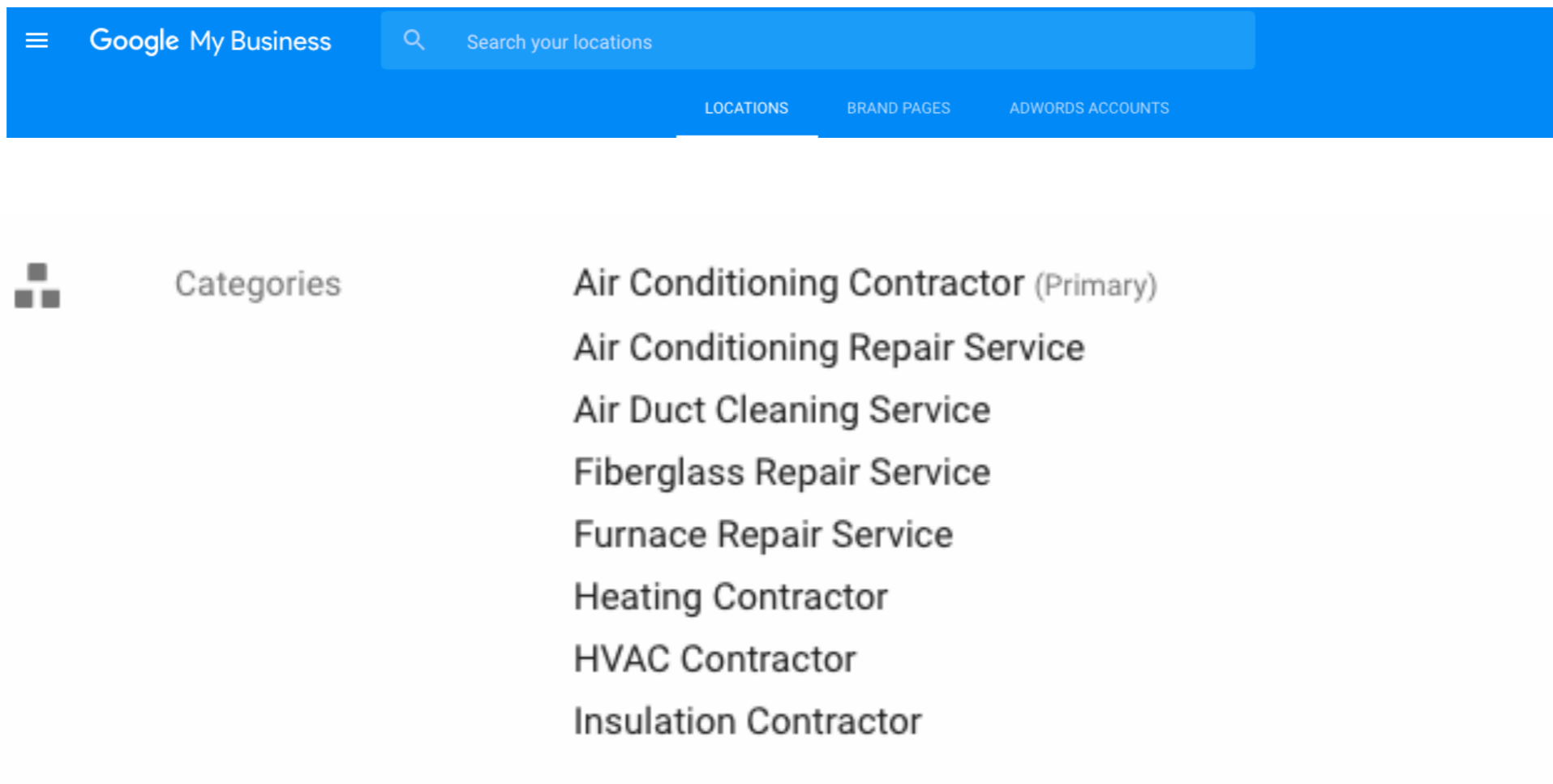
**What's Different from Last Year—Relevancy = Timeliness**

# Blog Content Ideas

- **The Hidden Sources of Heat in Your House**
- **Why It's Not Too Early to Start Thinking About Your AC System**
- **5 Reasons Why AC Maintenance is KEY**
- **Infographic: Our AC System Maintenance Checklist**
- **Promotion: \$50 off a spring energy audit**
- **Strategies to Save on Air Conditioning this Summer**
- **Infographic: Is Your Home Ready for Summer?**
- **3 Ways to Keep Your Home Cool That You May Not Have Thought Of**
- **The Value of Insulation in Summer**

*Critical —> Internal Linking to Key Conversion Pages*

# Change Up Your Google Categories



The screenshot shows the Google My Business interface. At the top, there is a blue navigation bar with the text "Google My Business" and a search bar labeled "Search your locations". Below the navigation bar, there are three tabs: "LOCATIONS", "BRAND PAGES", and "ADWORDS ACCOUNTS". The "LOCATIONS" tab is selected. On the left side, there is a menu icon (three squares) and the text "Categories". To the right of the "Categories" menu, a list of category options is displayed:

- Air Conditioning Contractor (Primary)
- Air Conditioning Repair Service
- Air Duct Cleaning Service
- Fiberglass Repair Service
- Furnace Repair Service
- Heating Contractor
- HVAC Contractor
- Insulation Contractor





# **KEY TACTICS FOR THE SEASONAL TRANSITION**

# Choosing Quick-to-Deploy Tactics

- **Short Lead Times**
- **Significant Reach—Quickly**
- **Less Dependent on Demand**  
Paid search depends on search volume
- **Target Audiences that Can Act Quickly**  
Existing Customers  
Aging Quotes
- **Doesn't Blow Budget**


# Tactics that are Fast to Deploy & Deliver Reach

- **Email to Existing Customer Lists**
- **Paid Facebook Advertising**
- **GMB Posts**
- **Display Advertising & Remarketing**
- **Direct Mail (if you are production ready)**
- **Paid Search Adjustments**
  - Increase geographic reach
  - Increase bids
  - More aggressive competitor campaigns
- **Modest Investment**

# Paid Facebook Advertising

**Anyzek Plumbing, Heating & Cooling** ...  
Sponsored · 🌐

Does the spring weather have you day-dreaming of the warmer summer months? The scorching temperatures will be here before you know it — so make sure your air conditioner is ready!




ANYZEK.COM  
**Prep for summer heat with an AC tune up** [LEARN MORE](#)




# Retargeting: Do You Have Audiences Built?


The screenshot shows a web browser window with the URL <https://www.theringer.com/2017/9/11/16288552/2018-us-open-final-sloane-stephens-rafael-...>. The browser's address bar shows the page is secure. The page content includes a news article with the headline "The U.S. Open Finals Gave Us a New Champion and an Old One" and a sub-headline "But the triumphs of Sloane Stephens and Rafael Nadal didn't provide a clear picture about what to expect in 2018". The article is by Chris Almeida, dated September 11, 2017, at 12:10 PM EDT. Below the article are social media sharing buttons for Twitter, Facebook, Pinterest, and a "REC" button. A large image shows Sloane Stephens and Rafael Nadal celebrating with their trophies. A circular orange highlight is drawn around a retargeted advertisement for Hassler. The advertisement features the Hassler logo, the text "GET UP TO \$5,500 IN REBATES AND FIND HOME COMFORT WITH HASSLER", and a "START SAVING" button. Below the advertisement is a "Trending" section.


# Google My Business Posts


 **CARJON Air Conditioning and Heating, Inc.**  
on Google




Air Conditioner maintenance gives you more than just peace of mind going into the warme...  
5 days ago  
[Learn more](#)

  
View all

 **AAA Northgate One Hour Heating & Air**  
on Google



Temperatures are starting to rise! The Peoria area is supposed to hit 80 this week. ...  
1 day ago  
[Book](#)

  
View all

# Paid Search (PPC)—Google Adwords

air conditioning repair sacramento ca

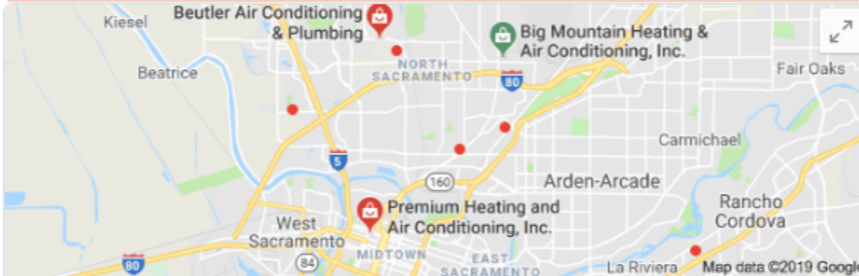
All Maps Images Shopping News More Settings Tools

About 27,300,000 results (0.89 seconds)

**AC Repair in Sacramento | Save Up To \$50 Off On Repairs**  
**Ad** [www.bellbroshvac.com/Sacramento/AC-Repair](http://www.bellbroshvac.com/Sacramento/AC-Repair) (916) 913-5750  
Call Bell Brothers Today! #1 AC Experts Serving Northern California Since 1991.

**Phoenix Energy Solutions | Home Air Conditioning Repairs**  
**Ad** [www.gophoenixenergy.com/](http://www.gophoenixenergy.com/) (916) 716-5650  
We get your air conditioning back up and running and your family comfortable. Specials.

**#1 Sacramento AC Experts | \$45 Off Your Service**  
**Ad** [www.servicechampions.net/Sacramento/AC-Repair](http://www.servicechampions.net/Sacramento/AC-Repair)  
Quality Air Conditioning Maintenance & Repair Services At Affordable Prices  
[About Service Champions](#) · [Our Special Offers](#) · [\\$750 Off Combo Unit](#) · [Indoor Air Quality Expert](#)



Rating Hours Your past visits


**Big Mountain Heating & Air Conditioning, Inc.**  
**Ad** 4.5 ★★★★★ (199) · Air conditioning contractor  
Sacramento, CA · (916) 634-1233  
Open 24 hours

**Beutler Air Conditioning & Plumbing**  
4.7 ★★★★★ (389) · Air conditioning contractor  
Sacramento, CA · (916) 646-2222  
Open 24 hours  
Their website mentions [air conditioning repair](#)

**Premium Heating and Air Conditioning, Inc.**  
5.0 ★★★★★ (6) · Air conditioning repair service  
Sacramento, CA · (916) 944-8829  
Open · Closes 6PM

# Maximize Your Promotions

**Carrier Cool Cash**



**COOL CASH**

REBATES UP TO  
**\$1,650**

ON A QUALIFIED  
HOME COMFORT SYSTEM  
BY CARRIER

Promotion runs 3/18/19 – 6/30/19.  
Restrictions apply. Contact us for more details!



# Create Deadlines (sometimes artificial)

## **FREE INSULATION QUOTE BY JUNE 15**

*Strategy:*

**Urgency play**

**Actually a standard offer**

**Builds insulation awareness**

*Possible Mediums:*

**Facebook**

**Paid Search**

**Website**

**Direct Mail**

# Check List

- **Seasonal Messaging on Home Page**
- **Summer-related Content Refreshes**
- **Consistent Seasonal Messaging**
- **Google My Business Category Swap**
- **Maximize Promotions**
- **Quick to Deploy Tactics**
  - Email, Direct Mail
  - Facebook, Display & GMB
  - In the Can Specials
  - Early PPC



**THANK YOU!**

**QUESTIONS OR COMMENTS?**

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